



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 336882

Schedule Dates 10/16/12-10/22/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 10/16
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06374932
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,300.00
Net Total \$69,700.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Spots 42
Rate \$82,000.00
Grand Total: 42 \$82,000.00

(Handwritten initials)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	7A- 8A (EST)	1		1	1	1	1			4	\$850.00	\$3,400.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/15/12
2.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	7A- 8A (EST)	1								1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/15/12
3.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	8A- 9A (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY 8-9A/3	10/15/12
4.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	8A- 9A (EST)	1								1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY 8-9A/4	10/15/12
5.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:59A- Channel 11 News 6am	1		1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	NEWS 6-7A/5	10/15/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5:59A- Channel 11 News 6am	1								1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 6-7A/6	10/15/12
7.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	4P- Judge Judy 4p	1		1	1	1	1			4	\$550.00	\$2,200.00	Pittsburgh (WPXI)	JUDGE 4-430P/7	10/15/12
8.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	4P- Judge Judy 4p	1								1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDY 4-430P/8	10/15/12
9.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5P- 5:30P (EST)	1		1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/15/12
10.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5P- 5:30P (EST)	1								1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/10	10/15/12
11.0	Normal Line / Spot	10/16/12-10/19/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1		1	1	1	1			4	\$1,300.00	\$5,200.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/15/12
12.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/12	10/15/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

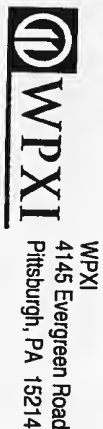
Date:

Accepted Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Agency	Shorr & Associates (2909)	Entered By	Jennifer Stewart
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/R CASEY/D/SEN/PA (134170)	Headline #	06374932
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	DETTORE, MICHAEL	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$12,300.00
Account Types	National/Political	Net Total	\$69,700.00
Billing Type	Standard	Sales Tax	
Comments	BOB CASEY :30 10/16 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	42	\$82,000.00
Grand Total:	42	\$82,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Preempt	10/20/12-10/20/12	3	:30	6P- 6:30P (EST)							1		1	\$850.00		Pittsburgh (WPXI)	NA SAT NEWS 6-630P/13	10/15/12
13.0.1	Closed Preempt	10/20/12															Pittsburgh (WPXI)	No Avail/Exception -	
14.0	Normal Line / Sports- Local Pro	10/21/12-10/21/12	5	:30	8:13P- NBC Sunday Night Football								1	1	\$30,000.00	\$30,000.00	Pittsburgh (WPXI)	STEELERS 805P-12/17	10/15/12
15.0	Normal Line / Prime	10/22/12-10/22/12	4	:30	7:57P- The Voice 8-9P									1	\$5,250.00	\$5,250.00	Pittsburgh (WPXI)	THE VOICE 8-10P/18	10/15/12
16.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	1	1			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	LATE NEWS/19	10/15/12
17.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P									1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/20	10/15/12
18.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	6:59P- Jeopardy			X	X	X	X			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/14	10/15/12
19.0	Normal Line / Spot	10/16/12-10/19/12	4	:30	7:30P- WHEEL OF FORTUNE			X	X	X	X			2	\$1,650.00	\$3,300.00	Pittsburgh (WPXI)	WHEEL 730-8P/15	10/15/12
20.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	7:30P- WHEEL OF FORTUNE									1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	WHEEL 730-8P/16	10/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

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